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**Media Contact:** Peggy Dean [Media@sbbwa.com](mailto:Media@sbbwa.com)

## **The South Bay Business Women's Association (SBBWA) Announces the Keynote Speakers for its Conference "Women of Impact & Influence"**

**Redondo Beach, CA, March 14, 2017** — SBBWA is proud to announce the two keynote speakers for its Conference: Jen Bricker and Tieko Nejon. This inspirational event centers on awarding scholarships to deserving South Bay women to pursue business degrees. The Conference will take place on Friday, May 5 at the Torrance Marriott. The day includes dynamic keynote speakers, informative breakout sessions, an inspirational panel, a lovely lunch, plus a networking reception for guests to connect with other businesswomen.

Jen Bricker was born without legs and abandoned by her parents. Fortunately, her adoptive parents encouraged her to follow her dreams of becoming a gymnast like her idol Dominique Moceanu. Later, in a twist of fate, Jen discovered that Dominique is her biological sister.

The second keynote speaker is the founder of Tieko Nejon, a boutique Brand Strategy Firm. Tieko believes she was born an entrepreneur even though her upbringing did not hint at this as even the slightest possibility. She grew up in a neighborhood laden with gun-violence and drugs. She had a single mother, and her estranged father was a drug addict. The odds were clearly stacked against her, but she knew that she had the choice to rewrite her story.

There will also be a fascinating panel titled "Trailblazers & Trendsetters," featuring local millennial entrepreneurs. For the breakout sessions, Karen Logan of Renaissance Works will instruct on building an engaged and effective team. And, Keirsten Quest of Max Potentials will discuss Business Growth Secrets.

For members of the Press interested in covering the Conference in advance, there are two Conference media passes, which will be distributed on a first-come, first-serve basis. Those interested in writing a story or a blog post should contact [Peggy Dean](mailto:PeggyDean@sbbwa.com) (571.216.5136).

SBBWA President Janice Gallardo Walters notes: "It has been a unique pleasure watching the Conference empower local students in increasingly profound levels for the last three years. The highlight of our Conference—even more compelling than the inspiring speakers we engage—is the awarding of the scholarships to South Bay women, each of whom brings a range of skills and aspirations that capture our imagination. I invite you to be a part of an event that creates positive impact on an immediate and local level."

**Event:** 2017 South Bay Women's Conference: "Women of Impact & Influence"

**Date:** Friday, May 5, 2017, 7:30am - 4:00pm

**Location:** The Torrance Marriott, 3635 Fashion Way, Torrance, CA 90503

**Tickets/Info:** \$135 at [southbaywomensconference.com](http://southbaywomensconference.com)

### **About SBBWA**

SBBWA is a local nonprofit organization comprised of businesswomen who share a desire to give back to the community. Its main focus is to raise money for the purpose of awarding educational scholarships to deserving women pursuing degrees in order to better their lives. The organization is always welcoming new, purpose-driven and service-minded female members. Monthly dinner meetings are the first Wednesday of every month, and mixers are the fourth Tuesday of every month. To learn more about this organization, visit [SBBWA.com](http://SBBWA.com).

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